

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~striketrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1, 2, 4, 5 and 10, CANCEL claims 6-9 and ADD new claim 11 in accordance with the following:

1. (CURRENTLY AMENDED) A method of acquiring new customers, the method comprising:

transmitting, to a first terminal at an existing customer of a business, a first mail requesting an introduction of a new customer-to-be for the business to acquire new customers through a Web site, based on information of the existing customer registered in a first file;

registering the information of the existing customer to a second file when receiving an application from the existing customer and identifying the existing customer as an introducer of a ~~person as a new customer~~;

transmitting, to the first terminal, a second mail to be transferred to a second terminal of the ~~new customer-person~~, the second mail including information on the business;

registering information of the ~~person introduced as the new customer~~ to a third file when the ~~person~~ new customer places an order through the Web site according to the information on the business; and

transmitting a third mail requesting an introduction of another new customer-to-be for the business to the second terminal when identifying the new customer ~~the person is regarded as~~ another existing customer after checking the third file, and

wherein the information of the existing customer in the first file is transferred to the second file when orders are received from other terminals.

2. (CURRENTLY AMENDED) The method according to claim 1, further comprising: providing an incentive to the existing customer when the ~~person~~ new customer ~~introduced~~ places an order for goods and/or service through the Web site.

3. (PREVIOUSLY PRESENTED) The method according to claim 1, wherein the

second mail is transferred to an e-mail address selected from an e-mail address book of the first terminal .

4. (CURRENTLY AMENDED) The method according to claim 1, wherein the information about the existing customer is inputted at the second terminal when the ~~person~~new customer places the order through the Web site.

5. (CURRENTLY AMENDED) A computer readable medium ~~for storing~~having instructions stored therein, which when executed on a computer, causes the computer to perform operations, ~~of~~comprising:

transmitting, to a first terminal at an existing customer of a business, a first mail requesting an introduction of a new customer-to-be for the business to acquire new customers through a Web site, based on information of the existing customer registered in a first file;

registering the information of the existing customer to a second file when receiving an application from the existing customer and identifying the existing customer as an introducer of a ~~person as a new~~ customer;

transmitting, to the first terminal, a second mail to be transferred to a second terminal of the ~~person~~new customer, the second mail including information on the business;

registering information of the ~~person introduced as a new~~ customer to a third file when the ~~person~~new customer inputs an order through the Web site according to the information on the business; and

transmitting a third mail requesting an introduction of another new customer-to-be for the business to the second terminal when ~~the person is regarded~~ identifying the new customer as another existing customer after checking the third file, and

wherein the information of the existing customer in the first file is transferred to the second file when orders are received from other terminals.

6-9. (CANCELLED)

10. (CURRENTLY AMENDED) A method of acquiring new customers for a business, comprising:

transmitting a first mail requesting an introduction of a new customer to a terminal of an existing customer based on registered information of the existing customer in a first file and

registering the information of the existing customer to a second file based on a response to the first mail from the existing customer; and

transmitting a second mail including information related to the business to other terminals via the terminal of the existing customer and registering customer information of other terminals to a third file in response to orders received from the other terminals according to the information related to the business, where information of the existing customer is transferred from the first file to the second file when the orders are received from the other terminals.

11. (NEW) A method of acquiring new customers for a business, comprising:  
receiving information of a potential customer from an existing customer in response to a first mail sent to the existing customer; and  
sending a second mail including information with respect to the business to the potential customer using a terminal of the existing customer, wherein information of the potential customer and the existing customer are categorically stored based on receipt of a response to the first mail or the second mail.